

REMARKS

Claims 9-22 are pending. In the final Office Action mailed on June 29, 2005, the Examiner rejected claims 9-22 under 35 U.S.C. § 103(a) over a Microsoft PowerPoint presentation dated March 10, 1999, and titled "Selling an Idea for a Product" ("PPP"), in view of U.S. Patent No. 6,490,601 to Markus et al. ("Markus"). Applicants respectfully traverse the Examiner's rejections. Further examination and review in view of the remarks below are respectfully requested.

Applicants' techniques are directed to using presentation templates to automatically generate presentations directed toward presentation targets (e.g., person to which the presentation is to be shown). The presentation templates include information bookmarks, which are mapped to items of data regarding a presentation target. When a presentation is generated from a presentation target, the information bookmarks in the template are automatically replaced by their respective items of data.

As a first matter, the Examiner initially indicated that claims 9-22 are being rejected under 35 U.S.C. § 103(a) over PPP and U.S. Patent No. 6,421,733 to Tso et al. Notwithstanding this initial reference to Tso et al., the Examiner referred to Markus throughout his reasons for rejection of claims 9-22. Applicants assume that the Examiner's reference to Tso et al. was unintended, and that the Examiner intended to reject claims 9-22 over PPP and Markus.

All of Applicants' claims recite generating a slide presentation for a presentation target by automatically replacing the information bookmark in a presentation definition template with its mapped item of data. In rejecting the claims, the Examiner conceded that "MPP2000 [PPP] does not teach mapping the information bookmark and the opportunity-specific data and automatically replacing the bookmark with the mapped data when creating the slide presentation." But, the Examiner went on to indicate that "Markus et al teach [*sic*] mapping between information bookmarks (i.e. "fields") and data strings in a raw data file associated with a user (column 5, lines 1-12) [and] . . . automatically filling in the fields with the user data when creating the presentation (column 5, lines 1-12)," and that "[i]t would have been obvious to one of ordinary skill in

the art at the time of the invention for MPP2000 to have automatically replaced the information bookmarks with mapped opportunity-specific user data, because Markus et al taught that doing so would quickly and automatically fill out electronic presentations, relieving the user of the burden of manually inputting the data (column 4, lines 42-46)." (present Office Action, page 3.)

Applicants respectfully disagree. Markus does not disclose, suggest or teach generating a slide presentation for a presentation target by automatically replacing the information bookmark in a presentation definition template with its mapped item of data. Instead, Markus merely describes an executable software module that automatically inserts user data into an electronic form. (col. 4, lines 58-65.) According to Markus, a form mapping contains a set of associations between fields in the electronic form and pre-named fields on a server, and the form mapping is utilized to attach data strings to the field in the electronic form where the pre-named field and the field in the electronic form have been previously matched or mapped. (col. 5, lines 2-12.) An electronic form, as in Markus, is distinct from a presentation template. Therefore, inserting data into field in an electronic form is distinct from generating a slide presentation by automatically replacing an information bookmark in a presentation definition template with its mapped item of data. Applicants can find in Markus no disclosure or suggestion for generating a slide presentation by automatically replacing the information bookmark in a presentation definition template with its mapped item of data.

Additionally, Applicants respectfully submit that there is no motivation to combine PPP and Markus. Other than the Examiner's alleged benefit of relieving the user of the burden of manually inputting the data, the Examiner has failed to show where the suggestion or motivation to combine is in the references, as required by MPEP § 2143 and controlling case law.

Claims 12, 15 and 21 each recite a query condition that determines whether a component definition is included in a slide presentation. In rejecting the claims, the Examiner indicated that "Selling a Product or Service" presentation template listing

(page 9 of PPP) corresponds to Applicants' query condition that determines whether a component definition is included in a slide presentation.

Applicants respectfully disagree. PPP does not disclose, suggest or teach a query condition that determines whether a component definition is included in a slide presentation. Instead, PPP is merely a printed copy of a finished or created PowerPoint presentation. Page 9 of PPP makes reference to the title of the presentation being a template, and shows the first page of the presentation in a preview window. The Examiner asserted that "[o]pen[ing] only the slide components associated with the 'Selling a Product or Service' template" is shown by this template listing in a list of presentation templates. Applicants are unclear as to how an entry for a template titled "Selling a Product or Service" in a directory listing of presentation templates discloses or teaches a query condition that determines whether a component definition is included in a slide presentation. While a presentation template, such as the "Selling a Product or Service" template, may include the slides that are in the pre-designed presentation (See e.g., Moseley et al., "Mastering Microsoft Office 97: Professional Edition," Second Edition, 1997, pp. 711-723), Applicants can find in PPP no disclosure or suggestion for determining which of the plurality of component definitions to include in the slide presentation based on the query condition, as recited.

Claims 13 and 22 each recite a query condition being a predefined threshold. In rejecting the claims, the Examiner conceded that "MPP2000 [PPP] does not teach wherein the query condition was a predefined threshold," but that "Markus et al teach a [sic] wherein a query condition (column 15, line 1: "use threshold") was a predefined user threshold (column 15, lines 1-40)" and "[i]t would have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have selected the component definitions based on a query threshold, because Markus et al teach [sic] wherein a query threshold provided the benefit of user privacy in allowing user information to be included in a presentation only when the user would have wanted it to (column 15, lines 1-50)."

Applicants respectfully disagree. First, as discussed above, PPP does not disclose, suggest or teach a query condition. Therefore, contrary to the Examiner's assertion, it would not have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have selected the component definitions based on a query threshold.

Second, Markus does not disclose, suggest or teach a query condition being a predefined threshold. According to Markus, the use threshold is a preference condition that determines whether or not a data item is to be released. (col. 14, line 53-col. 15, line 8.) The use threshold is used to determine whether a field in the electronic form is to be filled in with data from the user's raw data file. (col. 15, lines 9-67.) In Markus, the field is present in the electronic form irregardless of the use threshold, and the use threshold only determines whether the field in the electronic form is automatically filled in with user data. This is in contrast to a threshold of a query condition, where the query condition determines whether a component definition is included in a slide presentation. Depending on the threshold of the query condition, the component definition may or may not be included in the slide presentation. Applicants can find in Markus no such disclosure or suggestion.

Conclusion

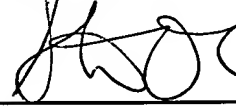
In view of the foregoing, Applicants respectfully submit that claims 9-22 are allowable and ask that this application be passed to allowance. If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to call the undersigned at (206) 359-8000.

**RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE – Art Unit: 2178**

Attorney Docket No. 38481.8523.us01

Respectfully submitted,

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